

Club Friendlies - Club Friendlies 1 - Juventus vs Atalanta

DATE: Saturday, August 16, 2025
LOCATION: Bergamo, Lombardia, IT

Event Description

Club Friendlies - Club Friendlies 1 - Juventus vs Atalanta is a premier sports event in Bergamo. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 76/100

Expected Attendance: 20,000 people

Event ID: BRAUPQ6tRHaoRPCi5C

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,000 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.